CLAIMS:

1. A method of embedding a watermark in a motion image signal, the method comprising the steps of:

- representing said watermark by a sequence of watermark samples each having a first or a second value;
- dividing an image of said motion image signal into at least a first and a second image area;
- determining a global property of the first and the second image area;
- modifying said image to increase the global property of its first area and decrease the global property of its second area for embedding the first value of a watermark sample into said image, and to decrease the global property of its first area and increase the global property of its second area for embedding the second value of said watermark sample into said image.

2. A method as claimed in claim 1, wherein said global property is the mean luminance value of the respective image area.

3. A method as claimed in claim 1, wherein said modifying step comprises modifying series of consecutive images in accordance with the same watermark sample.

4. A method as claimed in claim 1, wherein said first and second image areas are the upper and lower of an image halves, respectively.

5. A method as claimed in claim 1, wherein said first and second image areas are the left and right of an image halves, respectively.

6. An arrangement for embedding a watermark in a motion image signal, the arrangement comprising:

- means for representing said watermark by a sequence of watermark samples each having a first or a second value;

- means for dividing an image of said motion image signal into at least a first and a second image area;
- means for determining a global property of the first and the second image area;
- image modifying means being arranged to increase the global property of the first image area and decrease the global property of the second image area in response to the first value of a watermark sample to be embedded into said image, and to decrease the global property of the first image area and increase the global property of the image second area in response to embedding the second value of a watermark sample to be embedded into said image.

7. A method of detecting a watermark in a watermarked motion image host signal, the method comprising the steps of:

- dividing each image of said host signal into at least a first and a second image area;
- determining a global property of the first and the second image area;
- computing, for each of a series of images, the difference between the global property of the first and the second image area;
- correlating, for said series of images, the respective differences with the watermark to be detected.

8. A method as claimed in claim 7, wherein said global property is the mean luminance value of the respective image area.

9. A method as claimed in claim 7, further including the step of subtracting from the series of global properties a low-pass filtered version thereof, and applying the correlating step to the subtracted signal.

10. A method as claimed in claim 9, further including the step of determining the sign of said subtracted signal, and applying the correlating step to said sign.